

## INTISARI

Perkembangan teknologi yang semakin pesat saat ini, membuat hidup manusia tidak dapat dipisahkan lagi dengan teknologi, khususnya teknologi di bidang komunikasi. Hal ini mendorong produsen telepon seluler blackberry dan samsung untuk berlomba menciptakan *smartphone* yang bisa memiliki kemampuan mencukupi kebutuhan hidup manusia sesuai tuntutan jaman. Berbagai macam pilihan produk yang ditawarkan produsen memberi kesempatan bagi konsumen untuk melakukan perpindahan merek. Keputusan perpindahan merek blackberry ke *smartphone* samsung dipengaruhi oleh *variety seeking*, promosi dan citra merek.

Penelitian ini bertujuan untuk mengetahui pengaruh *variety seeking*, promosi dan citra merek terhadap keputusan perpindahan blackberry ke *smartphone* samsung. Teknik pengambilan sampel adalah *non probabiliy sampling* dengan metode *purposive sampling*. Data penelitian berdasarkan kuesioner yang diisi oleh responden berjumlah 100 orang. Teknik analisa yang digunakan adalah analisis regresi linear berganda.

Hasil uji t diketahui bahwa tingkat signifikan variabel *variety seeking*, promosi dan citra merek secara keseluruhan dibawah 0,05, sehingga secara parsial variabel bebas memiliki pengaruh signifikan terhadap variabel terikat yaitu keputusan perpindahan merek.

Kata kunci: *variety seeking*, promosi, citra merek, keputusan perpindahan merek

## ABSTRACT

The current rapid growth of the development of technology has made human life cannot be separated from the technology particularly in the field of telecommunication. This condition has encouraged the manufacturer of blackberry and Samsung mobile phone to compete in creating smartphones which can meet the needs of human life according to the demands of time. Many kinds of products are offered by the manufacturer by giving opportunity to the customers to do brand switching. The decision of brand switching of blackberry to Samsung smartphone has been influenced by the variety seeking, promotion, and brand image.

This research is meant to find out the influence of variety seeking, promotion, and brand image to the decision of brand switching from blackberry to Samsung smartphone. The sample collection technique has been done by using non probability sampling and purposive sampling method. The research data is based on the questionnaires which have issued and filled in by the respondents as many as 100 people. The analysis technique has been done by using multiple linear regressions analysis.

The result of the t test shows that the significance level of the variables i.e. variety seeking, promotion, and brand image overall is under 0.05, so that partially the independent variables have significant influence to the dependent variable i.e. decision of brand switching.

**Keywords:** variety seeking, promotion, brand image, and decision of brand switching.